



Making the Case for Energy Efficiency through BEEP

Alliance to Save Energy Summit
September 12, 2006

B O M A E n e r g y E f f i c i e n c y P r o g r a m



BOMA International

- 90+ local associations and affiliated organizations
- 16,000 individuals
- Over 9 billion square feet of office (= 323 square miles of space!) plus other property types
- Over \$100 billion marketplace - \$22 billion in taxes
- BOMA International's office just blocks from the White House at 12th and New York Ave
- 35 employees with \$7.5 million budget

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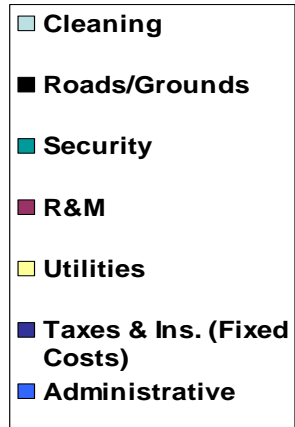
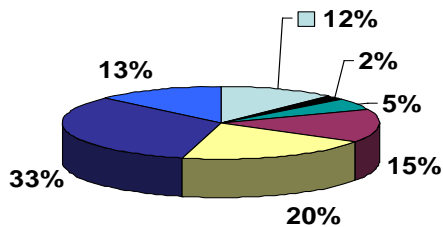
BOMA is Leader in Pursuit of Greater Energy Efficiency

- BOMA Energy Policy since 2000
- EPA & ENERGY STAR ® Program
- Annual Earth Award
- Green Buildings Pavilion
- Energy focus at North American Real Estate Congress in Dallas, June 2006
- BOMA Energy Efficiency Program (BEEP)
- Energy Bill – Tax Credits

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Why is Energy So Important?



TOTAL OPERATING COSTS

Data from BOMA Experience Exchange Report

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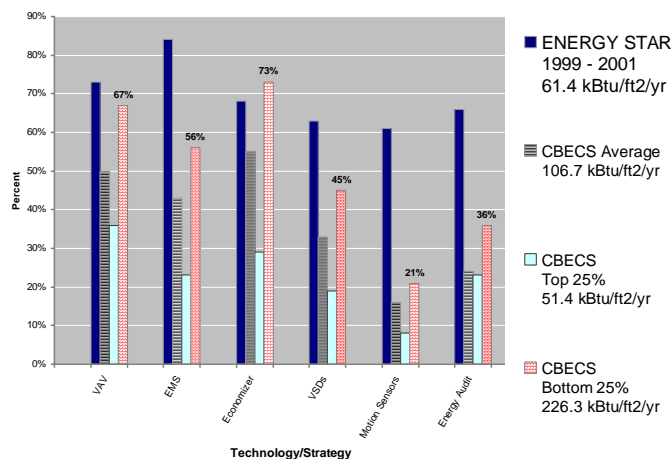
Barriers to Greater Energy Efficiency

1. Why should the owner invest in energy improvements when the tenants are paying the utility bills?
2. Why should a tenant invest in energy efficiency upgrades to a property that it does not own?

It gets even more confusing,

- Utility costs paid by owners and passed thru to tenants
- Various methods of cost recovery
- Energy paid directly by tenants
- Building operators, managers, and occupants influence energy performance
- Multiple stakeholders and financial decision makers
- Lack of capital for improvements

Technology Doesn't Always Equal Performance





BOMA Energy Efficiency Program (BEEP)

- Developed in partnership with ENERGY STAR®
- BEEP objectives:
 - ✓ Educate CRE industry about reducing energy use and expenses
 - ✓ Develop industry standard for operational excellence
 - ✓ Improve tenant comfort and satisfaction
 - ✓ Position real estate practitioners as solution providers

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What Is BEEP?

BOMA Energy Efficiency Program (BEEP) Overview

Six web-assisted audio seminars:

- Introduction to Energy Performance
- How to Benchmark Energy Performance
- Energy Audit Concepts & Economic Benefits
- No- and Low-Cost Adjustments to Improve Energy Performance
- Valuing Energy Enhancement Projects & Financial Returns
- Building an Energy Awareness Program

National Roll Out in 2006

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The Carrot or the Stick?

- Tax incentives
- Fast track permitting
- Business case
- Better performance

vs.

- Mandates
- Regulations
- Legislation

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BOMA Energy Efficiency Program

BOMA can help the real estate industry improve company financial performance, improve employee comfort & productivity, while also reducing atmospheric pollution.

BOMA has been leading the opportunity to demonstrate environmental leadership to your employees, industry, and other stakeholders through improved energy efficiency in the buildings they occupy, operate and own.

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Available Resources

- ENERGY STAR – become an ENERGY STAR Partner and learn about the available tools, including the Energy Performance Rating benchmarking tool – www.energystar.gov
- Work with utilities & energy efficiency service provider partners – make sure they understand goals & ask for them to provide support
- **BOMA's Energy Efficiency Program** – will provide training and additional resources – www.boma.org/aboutboma/BEEP

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